

DANA OMARI

(+961) 70 932 305 ☎ • ✉ d.omari@hotmail.com

Education

Richmond, The American International University – London, UK

- *MA in Advertising and Public Relations (2017)*

Lebanese American University – Beirut, Lebanon

- *BS in Business Marketing (2012)*

Experience

b. the communications agency – London, UK

Intern (March – April 2017)

- Rotated between departments (PR, fashion, beauty, events, digital).
- Helped the team develop and deliver iconic campaigns and create brand narratives.
- Worked behind the scenes of client events to ensure proper delivery of projects.

Al-Muruj – Jeddah, Saudi Arabia

Administrative Assistant (January 2014 – August 2015)

- Successfully created new company catalogue by re-designing the layout and content.
- Worked closely with the marketing manager on implementing the marketing calendar.
- Was in charge of BTL projects including flyers, leaflets and brochures.
- Worked closely with the company by delivering the top management's briefs.

Fortune Promoseven – Beirut, Lebanon

Marketing Intern (October – November 2012)

- Built the right marketing strategies to fit clients' business objectives and vision.
- Discussed business strategies face-to-face with clients to understand their business needs.
- Managed external agencies and suppliers to deliver projects on briefs, budget and time.
- Created and distributed questionnaires to clients to identify their marketing needs.

Weber Shandwick – Beirut, Lebanon

Public Relations and Communications Intern (September – October 2012)

- Wrote press releases to promote client products and services plus client companies' events.
- Supported team in delivery of PR workshops to various international client companies.
- Built the right strategies to fit clients' business objectives and vision.

British International School of Jeddah – Jeddah, Saudi Arabia

Nursery volunteer (September 2003 – June 2005)

- Supervised and read to children (2 to 5-year-olds) to improve their vocabulary and grammar.
- Supported nursery teachers in delivery of engaging activities to help in developing social skills.

Skills and Expertise

HTML and CSS | Adobe | Social Media | Technical and Digital Knowledge | Creative | Tenacity | Time Oriented | Team Work | Planning, Organizing and Prioritizing Work

Languages

English: *fluent* | Arabic: *fluent* | French: *basic*

References

Available upon request